

# STORAGE / MOUNT

# Digest

RAY LEWIS  
EDITOR AND  
PUBLISHER  
FILM BLDG.  
277 Victoria St.  
TORONTO

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## THIRTY-SECOND YEAR OF PUBLICATION 1915-47

Vol. 39, No. 26

TORONTO, CANADA

October 25th, 1947

## Showmanship. A Positive Force!

IN glancing over the Digest Showmanship Campaigns, submitted in the Seventh Annual Digest Showmanship Contest, we must admit that these campaigns have "warmed the cockles of our heart". All of them are good, some of them are extraordinary, and some reveal a creative ability which is outstanding. Thanks to the exhibitors who submitted these campaigns.

Judging of the campaigns will take place at the King Edward Hotel, on Thursday, Nov. 6th. This year, we have invited the executive officers of our Circuit theatres, our Affiliated Circuits, presidents and secretaries of Exhibitor Associations to be present, at the selection of the prize-winners, by the judges, and to be our guests at the Digest Luncheon.

Following the selection of the prize-winners, the Campaigns will be exhibited in the window of the Perkins Electric Supply Co., in the Film Bldg., Victoria St., so that other exhibitors may be able to examine these Campaigns and note what some exhibitors do to make box-office.

This year, more than ever, Showmanship will keep away the Big Bad Wolf, known as Red Figures; this year more than ever, it is important that exhibitors sell the public on pictures which have box-office value, and that no picture leaves a theatre without the theatre having secured, during its exhibition, the maximum of attendance for the entertainment offered.

Our Film Trade is familiar with the Showmanship Complex which The Canadian Moving Picture Digest has, of The Digest's continued efforts to keep the old-time enthusiasm alive in our Industry, an enthusiasm which was born into our business, which made it retain its public popularity and which developed it into Big Business.

There are many business ventures that are far less exacting than our business, and through which operation, those interested in exhibition, could make a comfortable living

and build up a "nest egg", but there are few businesses which have the exciting experiences which our business has; there are few businesses in which individual ability has an opportunity to become conspicuously profitable, and few businesses in which the exhibitor has such an opportunity, if he is wide-awake, to make financial progress.

Show Business has about it a spirit of Bohemia, a public contact and service which has its compensations, it is removed from the category of the "same old thing, day after day", it has about it an air of expectancy and surprise, which is stimulating and keeps the wide-awake showman young and active. It has its worries and heart-aches, but what business is free from these contingencies?

It is important, that those, who are in Motion Pictures, be good Movie Fans, be really interested and fond of the business in which they operate, for enthusiasm and salesmanship is infectious, a theatre manager who has it, permeates his theatre with this spirit, his employees get the swing of its motion, and the very atmosphere of the theatre draws patronage.

Getting behind a picture, to boost its marketable qualities, is real Showmanship, it dovetails in with good service at the theatre, it makes the theatre a place where men and women, young and old, wish to go, it has a beneficial reaction on the street on which the theatre is located, on the community, it builds up a business section, it makes a residential section near a theatre, more desirable as a location for a home, it represents living, feeling, motion, it represents increased business, and makes every merchant, in the vicinity of a theatre, a booster for the theatre, since every merchant knows that a successful theatre helps to make his business, also, successful.

Showmanship is a positive force and is positively good.

—EDITOR



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by Elizabeth Goudge

Directed by  
VICTOR SAVILLE  
Produced by  
CAREY WILSON





## RAY PRESENTS



**B**ARNEY BALABAN, President of Paramount Pictures, in an informal press interview recently, gave his interviewer some interesting data on the present status of motion pictures, in relation to its financial set-up and in respect to box-office, via public appeal. His interview was published in the New York Times, under a caption "Inside Opinion" and in connection with this interview,

Leonard Goldenson, President of the Paramount Theatre Service Corp., added a few wise and enlightening words backed up by very realistic box-office figures.

*This interview is in line with the recent attitude which the motion picture industry has adopted, namely an attitude of defence in relationship to attacks, and an expose of the fallacies contained in the information, which those who attack motion pictures, give to the public. Mr. Balaban emphasizes, that with, or without, foreign markets, the Industry is far from down and out.*

*Present releases reveal marked quality in productions; box-office reports, on the whole, do not show, and will not show, when the annual reports are published, a decrease in returns as far as Paramount theatres are concerned, of more than 10% over the peak of 1946.*

**L**eonard GOLDENSON added, "and this despite stiff competition from night baseball, night football, basket ball, hockey and other forms of amusement which were either greatly curtailed, or discontinued during the war. We are no doubt losing a lot of potential patronage from among the 10,000,000 ex-service men, most of whom are eager now to enjoy those other amusements which they had to forego for four or five years".

*Mr. Balaban stated that if box-offices do not become more depressed than they are at present, the Industry will have no cause for complaint. He cited the importance of dealing with rising costs of production, in relation to the box-office, "a picture that cost \$1,500,000 to produce in 1939, costs \$2,200,000, in 1946, to produce, so naturally", states Mr. Balaban, "if we grossed \$2,500,000, or \$3,000,000, the margin of profit was considerably reduced".*

**M**R. BALABAN selected "My Favorite Blonde" for a picture of comparable quality, and asked why such a picture should take 70 days to produce now, when in 1940 such a picture would take 42 days to produce. "Studios which do not bring their costs into line, and at the same time improve quality, will find themselves in trouble", concluded Mr. Balaban. "Improved quality will come through more careful planning of stories".

*This interview covers two columns on one page of the Sunday New York Times, and on another page, there is a one column pan, in which the writer mentions that the revival on Broadway of "The Birth of a Nation" should have caused a blush, or two, at the Rivoli, the Capitol and Loew's Criterion. At the three mentioned theatres, there was showing "Unconquered", "Green Dolphin Street" and "The Swordsman".*

*I do not know what these three productions represent in millions of dollars invested, but they are worth thinking about. If the "panner" is correct, we are all very wrong, and should consider million dollar investments, in motion picture production more carefully; if the "panner"*

*is wrong, then there must be an answer to each "panning" which dismisses, with a stroke of the pen, millions of dollars worth of motion picture investment.*

**I** REPEAT, there is something wrong with an Industry as powerful as ours, which invests so many millions each year in newspaper advertising, and yet is so bitterly attacked by a press which our millions of dollars supports. What other Industry gets such panning?

Thousands of people, each year, are killed in motor accidents, hundreds of thousands are seriously injured. Is the Motor Industry called "a human menace"? Editorially, do writers select the brand of car responsible for accidents? As a result of such accidents, is the Motor Industry attacked? Is it pointed out that motor accidents have increased, etc., etc.; that morons, who do not know the routine of the simplest multiplication table, drive cars?

*Granted, a critic has the right to review a picture, to praise, or to condemn it, but in so doing, is it his right of free speech, to attack a whole Industry, because he does not like one, or two pictures? If the public pays at the box-office, who is right, the critic, or the public?*

**A**LLIANCE FILMS is presenting "Before Him All Rome Trembled", with Anna Magnani, star of "Open City", and featuring 40 minutes of Puccini's opera, "La Tosca", at His Majesty's Theatre, twice daily, matinees 75 cents, evenings \$1.00, tax included. Tie-ups include a particularly striking window display at Eaton's, specially designed by Eaton's window display artist, with the figure of a woman, as "La Tosca", in a period gown, arm upraised, with dagger in hand, against a background of pleated blue satin, against which is hung portraits of Anna Magnani as "La Tosca" and Tito Gobbi as "Scarpia".

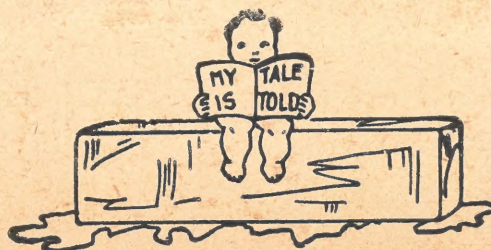
*In the foreground are the masks of comedy and tragedy, including heavy golden cords and tassels. Record albums of Puccini's operas and scenes from the picture are artistically displayed.*

*Hartney's, Dupuis Freres, and other merchants are carrying window displays, and music stores are displaying an abundance of musical and operatic records.*

**A**T His Majesty's Theatre, Montreal, there has been some structural changes, including a new screen, new golden curtains, drapes, refurnishing and reconstruction of lounge space. His Majesty's is one of the oldest theatres in Montreal, and will in a few years, celebrate the 50th anniversary of its opening.

*Several years ago, this theatre was lifted, in its entirety, from its foundation, and a new foundation built under the building, an engineering feat which made building construction history.*

*Following "Before Him All Rome Trembled" at His Majesty's, the New York production of "Anna Lucasta" will be presented. During the coming season, Arthur Hirsch has booked, for this theatre, the Master Artists Series, presenting world-famous concert artists.*





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SCREEN PLAY BY DELMER DAVES  
FROM THE NOVEL BY DAVID GOODIS  
MUSIC BY FRANZ WAXMAN





## Toronto and District

By BILL PRESS

HON. J. EARL LAWSON, K.C., head of J. Arthur Rank enterprises in Canada, has intimated that a cheaper British-made projection machine will shortly make its appearance on the Canadian market and the aim is to provide low-priced equipment for smaller theatres. The present GK-21 costs approximately 25 per cent more than the similar model from the United States without taking the workmanship into consideration, he explained. The cheaper model which is expected to be available in a few months will be the GK-21.

Lawson was asked recently if the sale of popcorn was to be banned from Odeon theatres. He replied he had never heard anything about it. It was pointed out that the new Fairlawn in Toronto did not have a popcorn machine, although it had an attractive candy bar. The Fairlawn is catering to high-class clientele and popcorn does not fit in.

*The Famous Players' Grand Theatre at Kingston, presented a bang-up "Cartoon Carnival" on the morning of Thanksgiving Day, for which tickets were sold in advance. There was a good crowd.*

The Cremazie Theatre, opened recently in Montreal by Odeon, derives its name from a nearby street although it is located at 8610 St. Denis Street. With this theatre, Odeon has seven units in Greater Montreal which are operated under the direction of General Theatres (Quebec) Limited.

*Members of the 20th Century Theatres Managers Association recently held their first fall meeting in the form of a luncheon at the King Edward Hotel, Toronto, when they were addressed by S. V. Roth, supervisor of theatres in the Toronto district.*

Manager Al Sedgwick of the Palace Theatre, St. Catharines, had star players of the Toronto Leafs, champions of the National Hockey League, in personal appearances at a Saturday morning show of his Odeon Club. Sedgwick has called for an entirely new register of names for his weekly Foto-Nite because, he pointed out, many of those who were on the original list had moved away. Foto-Nite was started at the theatre six years ago. His latest offer was \$550 for which the new registrations were used.

*After holding auditions to secure talent, the Brant Theatre at Brantford has organized its Famous Players Movie Club for the fall and winter. The program includes a stage show and radio broadcast over Station CKPC for the half hour starting at 10.30 a.m.*

*Isabel Hughes, daughter of the late Tom Bragg, former vice-president of Odeon Theatres of Canada, will have her first novel, "The Serpent's Tooth", published by Collins, on the market some time in November.*

The Waterloo, at Waterloo, Ont., is the latest theatre to revive tableware to attract patronage in the post-war period. The giveaways are offered for Wednesday and Thursday each week with a service charge of 10c.

*The Granada Theatre, Hamilton, put on a 40-minute stage show for a Sunday midnight performance which also included a double-film bill. It was advertised as Hamilton's only stage program.*

Mayor George A. Wenige of London, Ont., used to stage a picnic for children at Springbrook Park, but now he has turned to the idea of a theatre party for juveniles. His Worship organized a Junior Civic Club to promote interest in municipal affairs and on his recent 74th birthday had 2,000 of its members as guests at a cartoon show.

*Larry Druxer, has been appointed sales representative for Selznick Releasing Organization in the Quebec and Maritime territories. He was previously with Empire-Universal in Montreal.*

Marvin Fremes, formerly with the Odeon head office staff in Toronto, prior to his entering the armed forces, has been appointed to the position of assistant manager at the F-P Capitol Theatre in Welland.

*"Forever Amber" Fox's latest Technicolor hit, will be shown at the Imperial Theatre, at advanced prices, when the present engagement of "Mother Wore Tights" is completed.*

Following the resignation of George H. Beeston from the Lawson-Rank group in Canada, G. H. Sprague has been appointed treasurer of General Theatres Corp., Gaumont-Kalee, Queensway Studios, and Hanson 16mm. Films, Ltd., four J. Arthur Rank-controlled companies. Beeston is now with the Paul L. Nathanson interests.

*E. S. Meehan, veteran proprietor of the Academy at Lindsay, has gone to California to spend three months for his health.*

Archie J. Laurie, former general manager of Eagle-Lion Films in Canada, has become sales manager of National Theatre Sales Co., Toronto. This firm is agent in the motion picture industry for the sale of prefabricated theatres. Other theatre men reported involved in the venture are Sam Fingold and Ralph Dale.

### The Canadian Moving Picture Digest

Entered as Second Class Matter

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Published by  
CANADIAN MOVING PICTURE DIGEST  
COMPANY, LIMITED

277 Victoria Street - Toronto

Telephone: WAverley 4929

Cable: Raydigest

Established 1915. Publication weekly.

Subscription: \$5.00 yearly

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WILL McLAUGHLIN	Ottawa, Ont.
BILL PRESS	Toronto, Ont.

Ernest Smithies, manager of the Capitol Theatre, Kingston, and a charter member of the Canadian Picture Pioneers, was presented with a 25-year button and a Kiwanis International Legion of Honour plaque for his outstanding activities in local Kiwanis affairs during the past quarter century. In January, Smithies will come up for entrance in the Famous Players 25 Year Club.

*Edward M. Schnitzer, United Artists Eastern and Canadian sales manager, will visit Toronto and Montreal, outlining company policy on forthcoming U-A releases.*

Application for a permit to build an outdoor garden theatre on the mountain, overlooking the city of Hamilton, has been filed with the Barton Township Council, by J. A. Emile DeCelles, of Thorold. Plans call for a 2,500-seat house, a sunken garden area surrounding the theatre and the extensive use of stage shows.

*After a stage engagement of "Harvey" with Joe E. Brown, the Royal Alexandra, Toronto, again reverted to films with the showing of the new picture, "Men of Two Worlds", which was billed as "Arthur Rank Presents". Prices scaled up to 90c.*

Manager Fred Trebilcock of Shea's Theatre, Toronto, crashed the news pages in connection with the controversy over the length of women's skirts this season. Pointing out that Shea's is the only first-run house in Toronto with usherettes, Trebilcock, the bachelor, took to measuring the ushers' hemlines and found the new skirts to be still 18 inches from the floor — which seemed to satisfy Fred.

*The Palace Theatre, Cornwall, affiliated through partnership with Famous Players Canadian Corp., has been out of circulation for some weeks because of re-building operations. Meanwhile, film entertainment has been provided locally by the Capitol, a sister theatre, and the Roxy which is Odeon opposition.*



## Vancouver News

By JACK DROY

**T**WO fascinating documentary films, one describing vividly the salmon industry of British Columbia, and the other the intricate and scientific RCMP methods of tracking criminals, were shown for the press by Columbia Pictures. The salmon film, "Red Runs The Fraser" had its Canadian premiere at New Westminster, Oct. 20th. The town is built on the Fraser River and much footage was shot there. The true-to-life film "The Connors Case" is now playing the Orpheum and is factual, using no professional actors or Hollywood sets. Both are National Film Board pictures. "Red Runs The Fraser" is in cinecolor and is the first NFB release in color. Both films are being given feature treatment by the two F-P theatres.

*J. D. "Scotty" Johnstone of Filmart, and his wife, have left for Toronto via U.S.A. They will be away for six weeks, visiting Toronto and other Eastern Canadian cities.* \* \* \*

Theatremen met last week and decided to make representations to the Dominion government for removal of the 20 per cent federal excise tax on grosses. Theatres now pay the B.C. government 5 per cent and the federal government 20 per cent.

*George Preston of the Plaza Theatre staff, is convalescing, at his home, from injuries received in a head-on automobile collision near Bellingham. His wife will be in the hospital for at least another three months. Ray Cooke, Paradise projectionist, was rushed to hospital with a serious heart attack. He is coming along fairly well now.*

*Penny Piper, daughter of George Gerrard, projectionist at the Strand Theatre here, is making a name for herself through the American Broadcasting Co., in Hollywood, and Penny was given front page publicity in all Vancouver newspapers when she joined the Henry Morgan booster club in the film city after the radio comedian broadcast against long skirts, a hot subject here on the Pacific coast.* \* \* \*

Two top showmen of Vancouver, Ivan Ackery, Orpheum manager, and Gordon Hilker of the Hilker Attractions, were given full page spreads in the Vancouver Sun and Province Sunday issues. Ackery for winning the Herald award as top Canadian and U.S. showman, and Gordon Hilker for his work in making road show attractions pay off here.

*Now that the polio epidemic has about run its course here, the Orpheum is starting Saturday morning Cartoon shows again. Odeon Movie Clubs have also started in the majority of suburban theatres.* \* \* \*

Pete Egan, manager of the Palace Theatre, Calgary, accompanied by his wife, has left for Toronto where Mrs. Egan will undergo a serious operation. She was advised to undergo a corneal transplant. Total blindness is approaching and only the operation will prevent loss of her sight. Pete Egan has been given an indefinite leave of absence by F-P and will remain with his wife until the operation is completed. Norman Duncan western exploitation manager for F-P will take over temporary management of the Palace. His assistant will be Carl Egan.

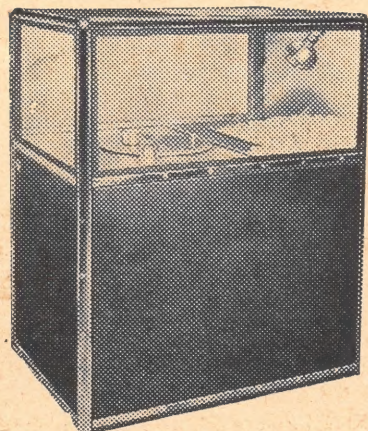
Theatre employees in B.C. theatres will now come under the jurisdiction of Local 348 of the IATSE, but will operate under their own charter. Formerly, the AFL Building Service Employees Union were interested in theatre workers organization. As soon as the charter is granted, negotiations for wage increases will get under way with all Circuits and other theatres. Union will cover doormen, cashiers and ushers, but not cleaners and janitors, who will be a part of the Building Service organization.

*Work has begun on the new F-P theatre at Chilliwack, B.C. The front of the theatre will reach a height of 54 feet, higher than any other city building. Theatre will seat 900. F-P operate the Strand, a 529-seater, town's only theatre. Chilliwack is 55 miles from Vancouver in the Fraser Valley section of the province.* \* \* \*

Odeon Theatres will build a 1500-seater at Edmonton, Alta., costing approximately \$450,000. Property is close to the Capitol, F-P house and was acquired by Odeon four years ago. Construction is expected to start next spring, Odeon heads reported.

*A. D. Ross, former official of the British Film Council, who has made Victoria his home for the past year, has been given a post as director of the Vancouver Film Council.* \* \* \*

Dave Cantor, R-K-O's Pacific publicity head, was a visitor from Hollywood headquarters conferring with his B.C. representative, Lloyd Muir, on future campaigns for R-K-O pictures in Western Canada key towns. "Crossfire" and "Fun and Fancy Free" will be given extensive campaigns prior to their release dates.



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## Mounties In New NFB Thriller Based On Actual Murder Probe

Heretofore, the Royal Canadian Mounted Police have been so busy enforcing law and order across the Dominion that they have had little time to talk about their work. Thus, although they rank equally with Scotland Yard and the F.B.I., the Mounties have become associated in the popular mind with scarlet tunics, broad-brimmed stetsons, and handsome horses.

Now, things are different. The widespread but amazingly co-ordinated operations of the R.C.M.P. in the pursuit of lawbreakers is being laid before the people of Canada in a new motion picture, entitled, "R.C.M.P.-File 1365". In this National Film Board featurette which runs for thirty-three minutes, Mounties play the roles of Mounties in a screen re-enactment of an actual murder case. On the screen it is sub-titled, "The Connors Case". The crime was committed in a small western town, and the chase crossed the Dominion and goes out into the Atlantic, employing all the means and implements of criminal investigation in the force.

The story of "The Connors Case" (a fictitious name, as are all names in the production) explodes the unfair notion that the R.C.M.P. do little but ride the ranges or coddle the Eskimo. Not a single horse appears in the film: science, aeroplanes, radio, modern methods of criminal investigation, and the highly trained brains of skilled investigators go to make up the all but fantastic organization which springs into action when Mrs. Walter Connors, the wife of a salesman in a small western town, phones an urgent plea for help to the Mounties, when her husband fails to return home at his usual time.

"R.C.M.P.-File 1365" is something new in motion pictures. Never before has an actual murder case been filmed, or the story of the R.C.M.P. been told in such detail. Released in early October, the film has already played in theatres in Toronto, Windsor, and Vancouver. Bookings have been made in most Canadian cities and towns to play the film during the remainder of October, as well as in November and December. Next year the film will go abroad, to tell the world the up-to-date story of this renowned force, as an example of the role that a modern police force can play in the community of to-day.

The script for "R.C.M.P.-File 1365" was written by NFB's Don Mulholland from actual R.C.M.P. reports on a real murder case. Mulholland also directed, produced and edited the production. Ron Weyman was assistant director, Lorne Batchelor headed the camera unit, Joseph Champagne and Clifford Griffin the sound crew. Music for the production was composed by Robert Fleming, NFB staff composer.

### Odeon Changes Managers In Eastern Ontario Houses

Clare J. Appel, eastern division manager for Odeon Theatres of Canada, has announced the following managerial changes in their Ontario houses. Steve McManus, former manager of the Elgin Theatre, Ottawa, has joined the Odeon chain, and is appointed, in a temporary capacity, as house manager of the Palace Theatre, Hamilton. Ray Vanderburgh is transferred from the Palace, Hamilton, to the management of the Palace, Galt. Ken Johnson, moves from the Palace, Galt, to the new Odeon, Guelph, which is expected to be open about October 31st. Neil Main, recently assistant manager of the Palace, St. Catharines, assumes the management of the Regent Theatre, Sturgeon Falls. Oliver Jarry, former manager of this theatre, is moving to the Montreal district.

### Borneman To UNESCO As Information Head

Ernest Borneman, long-time producer for the National Film Board of Canada, and, during the last two years, head of the Board's International Distribution Section, has been appointed by the United Nations Educational, Scientific and Cultural Organization to head its Film Section as Director of Information.

Before the war Borneman was with Douglas Fairbanks Junior's Criterion Film Productions in England. During the early war months he was with the British Broadcasting and the British Ministry of Information's Film Department. He has been a frequent contributor to British, American and Canadian periodicals. His most recent novel "Tremolo", will be published by Harper & Brothers, in New York, early next year.

### Paramount Establishes New High In Revenue

Paramount Pictures in Canada established a new high in revenue during the drive month of September, it was announced by Gordon Lightstone, Canadian General Manager.

Top honours go to the Montreal Branch, with Toronto and Calgary close behind. Total number of film shipments for Canada were 9,996 for the drive month, while the number of bookings reached the 7,794 mark. Thus, the industry's most honoured company continues to be Paramount.

### RKO Captures Major Honors In Film Daily's Annual Poll

RKO Radio ran away with the honours in the Film Daily's annual poll of 461 critics representing leading newspapers, magazines, radio commentators and syndicate writers.

In its victory gallop, RKO Radio led with three of the ten best directors, William Wyler for his direction of Samuel Goldwyn's "The Best Years Of Our Lives"; Frank Capra for Liberty Films' "It's a Wonderful Life" and Alfred Hitchcock for "Notorious." Wyler led with 345 votes, Capra was third with 244 votes, and Hitchcock had sixth place with 206 votes.

Fredric March and James Stewart were named two of the five top male stars, for performances respectively in "The Best Years Of Our Lives" and "It's a Wonderful Life." Loretta Young in "The Farmer's Daughter" and Ingrid Bergman in "Notorious" were nominated among the five top feminine stars.

Among the five top supporting actors first place went to Harold Russell for his role of Homer Parrish in "Best Years" and fifth to Claude Rains for his characterization of Alex Sebastian in "Notorious."

In the categories of five top juvenile actors, juvenile actresses, and outstanding photographers, RKO Radio took one apiece. Bobby Driscoll and Luana Patten were picked for their work in Walt Disney's "The Song of the South." "The Best Years" is an example of outstanding photography. "It's a Wonderful Life" and "The Best Years" were named among the five outstanding screenplays.

### Henry Morgan's First Film To Be Distributed By U-A

Arrangements were concluded between Enterprise Studios and United Artists to release "So This Is New York", a new film based on the famous Ring Lardner story, "The Big Town", it was announced by Gradwell L. Sears, U-A president.

"So This Is New York", will star radio comedian Henry Morgan in his first screen appearance, using an unusual technique that will have Morgan both as comedy star and as satirical off-screen narrator.

The new film will be made for Enterprise by Stanley Kramer's newly formed Screen Plays Inc. It is already before cameras, under the direction of Dick Fleischer.

Virginia Grey and Dona Drake have the feminine leads in the cast, which includes also Hugh Herbert, Rudy Vallee and Leo Gorcey.

The screenplay of "So This Is New York" has been prepared by Carl Foreman and Herbert Baker. Jack Russell is the cinematographer.

"So This Is New York" is the fifth Enterprise film to be released by United Artists.



# "Star Team"

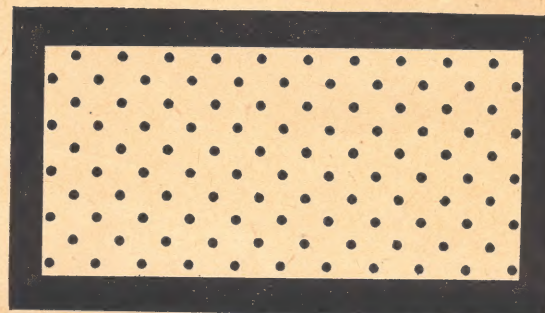
## NEW "Rosskote" LENS



The New "Rosskote" Projection Lens increases definition and is best for colour projection. All surfaces of the "Rosskote" are coated, yielding up to 25% more light on the screen.

"Rosskote" lenses are COATED (bloomed) on all surfaces — inside and out. — "Blooming" is now a standard practice, but ordinary blooming is fragile and is confined to internal surfaces. — "Ross Coating" on all surfaces greatly increases light transmission and brilliance and contrast of projected picture. — "Rosskote" Hard Coating stands up to all normal lens cleaning methods, suitable for optical equipment. — "Rosskote" Projection Lenses are supplied in handsome standard tube mounts. — "Rosskote" Lenses may be purchased separately — will improve performance of all projectors. — "Rosskote" Lenses are stocked in an extensive range of focal lengths.

## RCA SNOW WHITE MOTION PICTURES SCREENS



Let RCA Snowwhite Screens protect your light investment—for Snowwhite conserves light where ordinary screens waste it. Whether you choose the RCA Heavyweight Snowwhite for Deluxe installations, or the RCA Standard Snowwhite for Standard installations—you will receive rich dividends through more efficient use of light, and greater audience satisfaction.

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## Dominion Sound Equipments Limited

Head Office: 1620 Notre Dame Street West, Montreal

Branches at: HALIFAX ST. JOHN TORONTO WINNIPEG CALGARY VANCOUVER



## Winnipeg News

By J. J. CONKLIN

THE Manitoba Motion Picture Association has taken steps to demand, from the Canadian government, the abolition of the 20 per cent tax on admission tickets to theatres.

The wartime tax was put on, they state, when there was a boom in the amusement business. It served a patriotic purpose and there was no objection to it. Now theatres have settled down to a state of normalcy — if you can ever call any era in the movie business normal. They find they can't attract a large audience for any film whether it is good or bad.

The theatre manager has more than his share of taxes. He pays a city license tax, he pays a provincial license tax. In addition he pays a tax to CAPAC for performing rights of any music in his theatre. In addition to this there is the wartime tax of 20 per cent of the admission price, a provincial tax of 10 per cent, and, if there is a profit at the end of the year, there is a tax on this too.

But there's another side to the question. The theatre man contends the 20 per cent tax on theatre tickets is keeping a number of people out of the theatres. They want the tax taken off and they feel lower admission prices will help the business. I was told by one movie man that it is the intention of the theatres to pass along the saving to the movie audiences.

\* \* \*

*The impressive spectacle of thousands of stocky, greyish brown reindeer moving southward and crossing the Hudson Bay Railway in closely packed masses, is to be recorded as part of the National Film Board's education and exchange series.*

\* \* \*

A. B. Preece of Portage la Prairie, Man., was elected president of the Manitoba-North-West Ontario Film Association at its inaugural meeting in Winnipeg, Saturday. Robert Porter of Port Arthur, Ont., was named vice-president.

Secretary of the organization, which is believed to be the first of its kind in Canada, will be elected at a special meeting of the executive council, composed of one representative from each of the nine district film councils.

Chief object of the new organization will be the promotion of the use of educational and documentary films in collaboration with the National Film Board, the National Film Society and other similar groups.

Films will be obtained mainly through the National Film Board, as well as from the departments of the provincial governments and commercial sources. The association will also assist in planning and co-ordinating films on a provincial scale.

*The Oxford House area of northern Manitoba is being covered by cameramen of the National Film Board. Arrangements were made for a survey of the caribou this year by the Department of Game and Fisheries at the same time. The photographs are being taken from the air as well as on the ground.*

\* \* \*

Manitoba premiere of a movie which calls attention to the modern methods of the R.C.M.P. in solving criminal cases was held in the Capitol Theatre recently, before an audience which included Hon. R. F. McWilliams, lieutenant-governor, Hon. J. O. McLenaghan, attorney general, as well as men and officers of the force.

The film produced by the National Film Board, is entitled "R.C.M.P. - File No. 1365 — The Connors Case", and is based on an actual murder case from the records of the force.

Mr. McWilliams, in a short speech before the film was shown, stressed the importance of the R.C.M.P. in Canada. The force, he said was famed not only in the Dominion but far beyond its boundaries, particularly in the United States. He did not know of a police force in any country which has the fine reputation of the R.C.M.P.

The lieutenant-governor stressed the task the mounties had faced from the earliest days. Today the force has a Dominion-wide jurisdiction and still has a small body of men to carry out its mission, considering the vast amount of work it did.

"Today", he said, "the steeds of the Mounted Police are automobiles, aeroplanes, chemical and physics laboratories. But on whatever steed they travel they seek to protect citizens from the lawbreakers".

Mr. McLenaghan, in his address, said a lot of people today did not appreciate the fact that democracy cannot survive if it were not for the forces of law and order. Democracy and the rule of law are one and the same thing, he said. You can not have one without the other and the R.C.M.P. was an important factor in maintaining order.

Both speakers commended the film as an excellent exposition of the work the R.C.M.P. is undertaking. They were introduced by William Novak, manager of the Capitol Theatre.

\* \* \*

*At a luncheon meeting recently W. G. Booth, school inspector for the Dauphin-Ochre River school area outlined the advantages of the larger school unit, informing representatives of the extensive use of audio-visual education in that area.*

## "Prairie News"

By BRUCE PEACOCK

WEYBURN, Sask., Review carried a front page story in which R. C. Sutherland, manager of the Hi-Art Theatre, talked of the 20 per cent federal war excise tax. Provided no other taxing authority grabs it when the federal government releases it, theatre-goers will save to that extent on admission prices, he said. Under a provincial government ruling, towns and cities in Saskatchewan may increase their taxes on theatres and other places of amusement as federal taxes are given up and there is a possibility that either the province or the city of Weyburn may seek the increased revenue, it was explained.

\* \* \*

*A modern stucco-finish theatre, 38 by 100 feet, to seat 300, will be built at Grimshaw, Alta. House will be air-conditioned and have upholstered seats. Two lots have been sold to Michael Rabchak, Grimshaw, and reports are that purchase of the lots was financed by local businessmen.*

\* \* \*

The Roxy Theatre, Melville, Sask., has a tie-in with Maple Leaf bowling alleys in that town giving Oakleys each week for ladies' high single and men's high single in mixed league play. Alleys' ad in a recent issue of the Melville Advance carried mention of the Roxy's current attraction, "Moss Rose."

\* \* \*

*Dave Dryburgh, sports editor of The Leader-Post, Regina, gandered Paramount's world series shots at the Met Theatre and mentioned the Zoomar lensing in his Four Corners column. "Reginans — probably got a better view than many who packed Yankee Stadium and Ebbets Field", he commented.*

\* \* \*

Edmonton Theatre Managers are getting together at regular monthly luncheons held at the Club Roosevelt. At the first meeting were Everett Etheridge, Roly Keil, Clarence Entwisle, Arnold Entwisle, Sam Binder, George Cranston, Eddie Pomerleau, Bill Wilson, Jay Lieberman, Walter Wilson, Bill Beggs, Fred Varlow and Maurice Rice. At the election which took place, Walter P. Wilson became president, Jay Lieberman was elected vice-president, Eddie Pomerleau was made secretary-treasurer and William Wilson was appointed publicity director.

\* \* \*

*Howard "Tare" Rennebohm stage manager of the Capitol Theatre, Regina, spends his spare time serving as equipment manager of the Saskatchewan Roughriders football team. He used to be quite a footballer himself in Regina's earlier days. A son, "Tare", Jr., is on the Roughriders line-up.*



## Trans-Canada Showing

Use This Information As Your Guide On Release Dates

### TORONTO

#### CAPITOL-VICTORIA

"Last Of The Redmen" (Col.), Vitacolor, with Jon Hall and Michael O'Shea. Also "Bulldog Drummond At Bay" (Col.), with Anita Louise.

#### EGLINTON-TIVOLI

2nd week. "Dear Ruth" (Para.), with William Bendix, Joan Caulfield and Billy De Wolfe.

#### FAIRLAWN

6th week. "The Best Years Of Our Lives" (Goldwyn R-K-O), with Fredric March, Myrna Loy, Dana Andrews and Teresa Wright.

#### IMPERIAL

2nd week. "Mother Wore Tights" (Fox), Technicolor, with Betty Grable and Dan Dailey.

#### LOEW'S

2nd week. "The Unfinished Dance" (M-G-M), Technicolor, with Margaret O'Brien, Cyd Charisse and Karin Booth.

#### SHEA'S

"Desert Fury" (Para.), Technicolor, with Elizabeth Scott, John Hodiak and Burt Lancaster.

#### UPTOWN

"Monsieur Verdoux" (U-A), with Charlie Chaplin and Martha Raye.

### MONTREAL

#### CAPITOL

2nd week. "Brute Force" (U-I), with Burt Lancaster, Hume Cronyn and Charles Bickford.

#### IMPERIAL

"Last Of The Redmen" (Col.), Vitacolor, with Jon Hall and Michael O'Shea. Also "Keeper Of The Bees" (Col.), with Harry Davenport and Michael Duane.

#### HIS MAJESTY'S

"Before Him All Rome Trembled" (Alliance), with Anna Magnani.

#### LOEW'S

"Gone With The Wind" (M-G-M), Technicolor, with Clark Gable and Vivien Leigh.

#### PALACE

2nd week. "Possessed" (W-B), with Joan Crawford and Van Heflin.

#### PRINCESS

"New Orleans" (U-A), with Arturo De Cordova and Dorothy Patrick. Also "Seven Keys To Baldpate" (R-K-O), with Phillip Terry and Jacqueline White.

#### SNOWDON

"I'll Be Your Sweetheart" (E-L), with Margaret Lockwood and Vic Oliver.

### SAINT JOHN

#### CAPITOL

"The Homestretch" (Fox), Technicolor, with Cornel Wilde and Maureen O'Hara.

#### MAYFAIR

"Dakota" (Rep.), with John Wayne and Vera Hruba Ralston. Also "Affairs Of Geraldine" (Rep.), with Jane Withers and James Lydon.

#### STRAND

"My Heart Goes Crazy" (E-L), with Sid Field and Greta Gynt.

### WINNIPEG

#### CAPITOL

"Fiesta" (M-G-M), Technicolor, with Esther Williams.

#### GARRICK

"Lured" (U-A), with George Sanders, Lucille Ball, Charles Coburn and Boris Karloff.

#### LYCEUM

"Gunfighters" (Col.), Cinecolor, with Randolph Scott and Barbara Britton. Also "Millie's Daughter" (Col.), with Gladys George and Gay Nelson.

#### MET-UPDOWN

"Down To Earth" (Col.), Technicolor, with Rita Hayworth and Larry Parks.

#### ODEON

"Black Narcissus" (E-L), Technicolor, with Deborah Kerr and David Farrar.

### CALGARY

#### CAPITOL

"I Wonder Who's Kissing Her Now" (Fox), Technicolor, with June Haver and Mark Stevens.

#### GRAND

"Down To Earth" (Col.), Technicolor, with Rita Hayworth and Larry Parks.

#### PALACE

"The Bachelor And The Bobby-Soxer" (R-K-O), with Cary Grant, Myrna Loy and Shirley Temple.

### VANCOUVER

#### CAPITOL

"Fiesta" (M-G-M), Technicolor, with Esther Williams.

#### HASTINGS-PLAZA

"Singapore" (U-I), with Fred MacMurray and Ava Gardner.

#### ORPHEUM

"I Wonder Who's Kissing Her Now" (Fox), Technicolor, with June Haver and Mark Stevens.

#### PARADISE

"Springtime In The Sierras" (Rep.), Color, with Roy Rogers and Jane Frazee. Also "Saddle Pals" (Rep.), with Gene Autrey and Lynne Roberts.

#### VOGUE

2nd week. "Down To Earth" (Col.), Technicolor, with Rita Hayworth and Larry Parks.

## "Jackpot" Final Title Of George Raft Drama

"Jackpot" is announced by RKO as final title of the drama of race track rackets and the Fourth Estate known while in production as "Race Street". This is George Raft's third starring vehicle for this studio. It was shot almost wholly in and around San Francisco under Edwin L. Marin's direction. Raft is teamed with William Bendix and Marilyn Maxwell.

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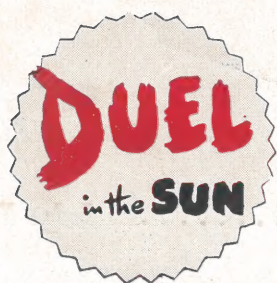
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